Product Review

My name is Haseeb Zaffar and I am interested in working with you on your product Air up. I truly believe that Air up is a revolutionary product in its specific area. The first of its kind just like the first iPhone and I really believe that this product has the potential to stand out from the rest of the competition. I want to be a part of this journey.

Below I have written a product report for your product Air up. I hope this will be of some assistance to you.

Regards

Haseeb zaffar

Let us first begin by analyzing three different successful bottle brands: Dopper, H20, and 720 Degree.

Dopper, a company from Norway, has its USP in its design of the product. Based on aesthetics alone, it is able to make a net worth of approximately 14 million.

The H2O Pal bottle brand came up with smart technology. Its design, although not unique, uses E-technology, directly impacting the consumer's approach when buying a product in the market.

The 720 Degree comes with a fixed straw which enables the user to use the product without needing to open the lid, further enhancing the utility of the product.

If these products can yield a large profit without any real innovation, I am confident that Air up which has a unique innovation can achieve the same with further development into a simple, elegant, and accessible brand.

My Vision for Air up

How do I see the product? This is my vision for air up in the next 3 years.

I go to the local supermarket and Instead of buying flavored water or soft drinks, I pick up a reusable Air up a water bottle for 20 euros. I see this product as a better alternative for daily use, because of its innovative qualities, health benefits, and simplicity.

Any magic trick has 3 major components:

•   Firstly: The secret of the trick

Like a unique invention: the pod and its scent delivering technology.

•   Secondly: How well the secret is hidden

For Air up, it is the pod placement and design. Although people know how it works, the technology has to be discrete enough for the scented pod to be unnoticeable to the consumer. It is the illusion that people are interested in and it is this illusion, feeling of wonder and surprise that people are drawn to. To achieve this, I recommend a slight redesign of the pod.

•   Lastly: The presentation. What is the allure?

People want to maintain a healthier lifestyle and limit their sugar intake through drinks. Now they can make healthier decisions by drinking more water using this product. Customers would also need to trust that what they are drinking is indeed water. To this end, a transparent bottle design would let them clearly see that nothing is being added. It is pure water.

When all three parts are synced perfectly I am confident Air up will have a huge success.

Product Review

The Inner lid: From the reviews, I have realized many customers are having problems opening the top lid. Although it is aesthetically pleasing, it defeats the purpose of ease of use and also increases the cost of production unnecessarily. I would suggest changing the cap design so that it can be more easily opened and closed.

The inner pipe: It is not dishwasher safe and washing it by hand may be tiresome. The bent design might also be more difficult to clean. It also seems less hygienic if the pipe is being touched multiple times.

Aesthetics: I suggest using more nature friendly colors or a transparent bottle with a design.

Scent Pods: The capsule is unique and may be interesting to apply for the first time but repetition may spoil the fun. After a time, it could be a hassle opening it every time. My suggestion would be to design it so that the scent pods are discrete and the user does not have to manually activate the scent pod ie. open and close it every time.

Lastly, the plastic packaging of the capsules requires scissors to open. Consider a tear-to-open package.

Suggestion

Below I have attached a design of a modified version of the air up a bottle to show how we can redesign the upper lid to solve the problem of the complex opening of the top lid, hiding the scent pod and making the design simpler and at the same time making the assembly easy.

This in no way is the final product and it is only supposed to give you a vague idea of how we can modify the product

The product is made up of only 5 components:
1. The mouth piece
3. The mouthpiece cap
4. The scent pod
5. The container
6. The straw

Mouthpiece covers the scent pod making it less visible, more asthetic and also makes it easy to close and open the lid.

The scent pod are discrete ,easy to fit in and do not need to be activated every time we want to smell the scent